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## Automobile Supplies

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**"Things Different"**

At the Right Prices.

We are the Exclusive Agents for the Ted Johnston Self-starter.

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## Matheson



## "SILENT SIX"

Four Latest Models  
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\$625 f.o.b. factory, including top, magneto and gas lamps

## This Smart Roadster Is a Car You Will Be Proud to Own

It is high-grade in every way—dignified in appearance and strong in construction. You will be proud of it on the road and well satisfied with the service this Maxwell Messenger Roadster will give you. It's construction embodies the same *Maxwell* reliability that proved superior to practically every other American motor car, when it won the hard Glidden Tour.

## The new Maxwell Messenger Roadster \$625

The *reliability* and *economy* of the Maxwell Messenger is being proved daily by over 16,000 physicians as well as thousands of business men.

Easy to drive and easy to take care of, it is an ideal roadster for pleasure or business—any of your family can run it after 15 minutes teaching.

It is a handy car for errands, shopping or the quick runs to the station.

You will find it *convenient*, as well as *economical*, in many ways.

See this car *today*. Come in any time and have a ride—you will find it not only handsome in appearance, but also a car of easy-riding qualities.

If you can't come today, do not fail to send for the new Maxwell literature—*valuable information for you*—and at the same time make an appointment for a ride.

United Motor Washington Co.

1321 14th St. N. W.

North 4434



## HERE TO SELL TIRES.

By WILLIAM ULLMAN.  
The progress which has been made during the past year in an effort to make uniform the traffic and legislative regulations governing the use of motor vehicles on public highways is reflected in the enactment of many new State laws and municipal ordinances which have been advocated by the Touring Club of America.

Undoubtedly the most notable State enactment concerning automobilists is the Sticker reciprocity bill, which was signed by Gov. Wilson, of New Jersey, last week. This law grants to nonresident tourists the use of Jersey highways for a period of fifteen days, and was recommended at a conference of State officials having jurisdiction of automobile regulations, held at the Touring Club in New York some time ago. These recommendations have been used as models in other States, while the fight has been carried on by the automobile and trade organizations in New Jersey, for the enactment of a measure which would allow motorists from other States the freedom of New Jersey roads for a reasonable period.

A similar measure is also pending in the legislature of Maryland, which, if enacted, will allow the free entrance into that State of nonresident motorists. This particularly concerns automobile users residing in the District of Columbia, who are now required to take out a Maryland license to cross the District line.

The Matheson Motor Company has unloaded a new model of the Matheson speedster, finished in French gray and equipped with an Apple electric dynamo. The car is a real beauty, and has been viewed by many motor enthusiasts during the past week, who have expressed their admiration for this work of a master car builder.

During the coronation ceremonies of King George V and Queen Mary, and the attending duties at Delhi, American-made automobiles were greatly in evidence. It distinctly pointed out the fact that the outlook for future extensive business in American-made vehicles throughout India was never more promising than at the present time.

Many makes were present and the very best creations of the art were in evidence. None, however, was more favorably commented upon than the three Mitchell cars of the "Big Six" type, which carried Prince Pindi Rawi John and his retinue of attendants from that picturesque and mountainous section of Kashmir.

A White "six" gasoline car, with "Win" Barnard nominated as pilot, in the latest entry to the half-thousand mile grind at the Indianapolis Motor Speedway next Memorial Day. This entry makes the fifteenth to list in the event.

The other entries to this event are as follows: Two Stutz cars, with Gil Anderson and Len Zeigle named as drivers; two Nationals, with River, Wilcox and Metz to drive; two Mercedes, to be driven by Ralph De Palma and Spencer Wishart; two Case racing cars, with Harvey Herrick and Louis Desbrou at the wheel; a Fiat, under the hand of Teddy Talsell; one Lexington, driven by Harry Knight; a Cutting, with "Wild Bob" Burman, world's speed king, as pilot; a Simplex, driven by Bert Dingley, and a Knox, owned and driven by Ralph Mulford. With the tentative entries now offered the field is brought up to twenty-five cars, with several others ready to declare.

## P. J. McDONALD.

In charge of the local office of the Kelly-Springfield Tire Company, having been transferred here from the New York office, Mr. McDonald, possessing much energy and a pleasing personality, has made a favorable impression on the local buyers of tires.

their intention of entering the lists. The field will be limited to thirty starters this year, as the Speedway management has decided that this number will offer a better contest for such a long distance. With two and a half miles of the best track in the world to traverse, it is believed that all past records for any distance will be broken in this all-day contest.

R. E. Grogan, former automobile editor of The Washington Herald, is now associated with the Firestone tire agency as salesman. He possesses a wide acquaintance, as well as a host of friends, which should materially assist him in making a noticeable dent in the armor of competition.

William P. Barnhart, the well-known local agent for the Everitt, is out of the city on business. Mr. Barnhart is contemplating purchasing himself a country villa at some picturesque spot in the New Hampshire hills, and we sincerely hope he does not change his mind, as he has promised, in event of the purchase, to extend an invitation to the local auto scribes to journey thither in an Everitt and enjoy a well-earned rest from the arduous duties of extracting money from the local auto dealers.

J. M. Boyd, expert demonstrator for the Matheson factory, is the guest of the Matheson Motor Company, of this city. Mr. Boyd will demonstrate to prospective purchasers the pleasure to be derived from a ride in the "Silent Six."

One of the most elegantly appointed cars ever turned out by a maker is the new Matheson limousine now being shown by the Matheson Motor Company. The car is finished a deep green and is equipped with every detail that should add to the owner's comfort. If necessary, a letter may be written with the necessary material being provided for. Everything for comfort—even to an electric cigar lighter.

P. O. Parmelee, who is performing wonderful feats in aviation on the Pacific Coast, attributes his success to some measure to the Goodyear rubber-laminate fabric with which his machines are equipped throughout. At Los Angeles and San Francisco, Parmelee has given exhibition flights and on a number of occasions has taken passengers with him. A week ago he started from the pier here, and flew over the ocean two miles. On his return the machine was none the worse for its trip. The fabric planes were just in the same condition. Parmelee has realized from the time he made the severe test with Lieut. Foulis a year ago on the Mexican border, that in these ocean trips it is much safer to be equipped with a high-grade fabric. There is no danger of shrinkage in wet or damp weather, and no chance of stretching in the strong sun.

Parmelee is meeting with high success here. It is not uncommon for him to soar out of sight of the spectators and in the exhibition flights passengers are eager to accompany the aviator.

That distinctly revolutionary type of hilarious individual known as the speed maniac, who became particularly progressive with the advent of the automobile, now looks up as a special violation of speed traffic rules; the speeder is an undesirable party, for the reason that he costs his employer a great deal of unnecessary money.

It makes no difference how well solid tires are made or to what extremes the manufacturer goes to fortify them against the incessant knocks of road travel, they will not withstand the abuse of the speed maniac. Speeding is an evil that can result in but one thing—decreased tire mileage and increased tire expense. And the particularly aggravating feature of this is that it is a matter that cannot be regulated unless a driver obeys instructions and sends the truck along at a moderate pace. Reliable drivers do this, but there is always the other fellow, who, as soon as he is out of sight of the boss, throws open the throttle and burns up the pavement. Such a man is decidedly expensive to the truck owner.

Commenting on this fact, F. F. Phillips, manager of the solid tire department of the United States Tire Company, says:

"Beyond any question of doubt the speed maniac is a menace to the truck industry. Putting aside every other consideration—wear and tear on machinery, endangering the lives of passengers, and violation of laws—traffic rules—the speeder is an undesirable party, for the reason that he costs his employer a great deal of unnecessary money."

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"Demonstration has proved that at an average speed of twelve miles an hour the life of a tire is about twice what it is at an average speed of twenty miles an hour. Still higher speeds reduce the life of the tire proportionately. Therefore, it should not require any great

amount of meditation to determine the effect of constant speeding upon an owner's tire bill.

"There are a great many conditions and abuses calculated to shorten the life of a solid tire, but of all these I have no hesitancy in placing speeding at the top of the list. Every instance of a motor service should insist upon strict observance of moderate speeds. Economical tire service cannot be secured in any other way."

M. A. Welzenburger, representing the Regal Motor Car Company, of Detroit, is visiting the Storm Motor Car Company, local agents.

Klein Reed returned yesterday from New York. While there Mr. Reed purchased for his Washington shop a line of imported novelties in the shape of ladies' hats and coats for motoring purposes. The shipment comprises some of the nobbiest apparel for women motorists ever shown here.

Palestine, the Holy Land, St. Petersburg, Russia, and Christ Church, New Zealand, are among the latest places where dealers have been appointed for Flanders Colonial Electric.

Demonstrating cars were shipped to these three countries last week, and C. Piquette Mitchell, manager of the foreign department of the Flanders Manufacturing Company, states that he expects a large business from these points.

"Strangely enough," says Mr. Mitchell, "we are also doing a splendid business in electricity with two countries which have not taken kindly to American-made gasoline cars. Namely, Germany and France. While England, Russia, and several European countries have been large buyers of American gasoline cars during the past three or four years, Germany and France have held aloof. The former because the national policy frowned on all importation of manufactured products, and France because of her own pre-eminence in the automobile field.

"With regard to electricity, however, it is entirely different. It is recognized abroad that America leads in all branches of electrical development and in electrically propelled pleasure vehicles we are admitted to be away in advance of all other countries, though their facilities for charging and their road conditions are very much more favorable to this type of vehicle than ours."

The Gray & Davis lighting system, for which the Reed Motor Supply Shop is the Washington agent, is being chosen as the lighting equipment for many of the high-grade cars. Two complete outfits were sold last week.

Edmond K. Fox, president of the Matheson Motor Company, of this city, gives an interesting answer to the question, "What is the secret of silence in the Matheson silent six car?"

Mr. Fox says: "Every one who has seen our silent six wonders how such extreme and permanent silence could be obtained in a gasoline motor. We have never published any explanation of it. I say now, however, openly, that any motorist can accomplish the same results if he will bear in mind the following simple principles, viz: Given a gasoline motor that is silent in operation when new, it will stay silent if there be no wear. The problem, then, is to eliminate the causes of wear, which are mainly these: (1) Inaccurate workmanship, (2) undue heat, (3) inadequate lubrication, (4) undesirable bearing surfaces, (5) unsuitable material, (6) unsuitable lubrication."

"How occasionally we have eliminated these causes of wear is well known. I do not hesitate to tell these few of our trade secrets. We overcome inaccurate workmanship by a system of triple inspection and by working to one one-thousandth of an inch accurate dimensions. Undue heat is avoided by our system of overhead valves which provide the most compact possible explosion chamber, and make possible a lively circulation of water all about the valves, which is impossible with valves which are located in pockets cast on the cylinder sides. To accomplish adequate lubrication, we impregnate four and a half gallons of oil in a well cast to the engine base, a sufficient quantity for 1,000 miles, we automatically fill and use this oil over and over, by a pump and splash system, so that every bearing surface is freshly bathed in oil. In proportion to its cylinder dimensions, the bearing surface of our silent six car is uniformly the largest to be found in any six-cylinder car. The use of unsuitable materials is provided against by thorough laboratory tests."

At a meeting of the Automobile Club of Washington, held recently, it was decided to open the Georgia avenue clubhouse on April 15. The club's finances are in a healthy condition at the present time, and many applicants are awaiting admission. Mr. W. C. Long, who was appointed as chairman of the entertainment committee for the ensuing year, and, with the assistance of the other members of the committee, is planning some novel and novel entertainment that will tend to drive dull care away.

It was announced yesterday that John N. Willis, of Toledo, Ohio, president and sole owner of the Willis-Overland plants and allied interests, has bought the controlling interest in the Gramm Motor Truck Company, of Lima, Ohio. This is one of the most important automobile deals of the year, and came as a great surprise to the entire industry. The purchase price was not given out, but it is said to have been one of the largest transactions in the recent history of the automobile business.

The Gramm truck plant is the largest truck plant in the world, devoted to the exclusive manufacture of nothing but commercial cars. The plants are located on twenty-two acres of ground. There are six and one-quarter acres under roof. Twelve hundred men are employed. All of the equipment is of the very latest and best that can be had. The automatic machinery is the most modern. The buildings are of steel and reinforced concrete, and are valued at \$1,250,000.

The city of Detroit will this year inaugurate the first of a series of great annual water fests. It is a "Cadillac," and gets its name from Cadillac, the French explorer who founded Detroit 25 years ago, and the Latin word "aqua," which means water. The capital of the automobile industry, which statistics show leads the industries of America in the increase in the value of products in the past ten years, are planning to honor at the same time "Cadillac," the first born in Detroit. Cadillac brought this steel to the city soon after its founding and now the gasoline ancestors of this famous equine number 25,000,000. This is the total

# Reed's

## Motor Supply Shop

"Everything That Comfort Demands for the Motorist."

Just Received Spring Line of Nobby, Imported Hats and Coats for Lady Motorists

A complete line of motor wearing apparel, automobile supplies and accessories of every description carried in stock. Call and inspect our exclusive display of motor garments and personal requisites for men and women for spring.

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## No-Rim-Cut Tires 10% Oversize

A Thousand Thousand Have Been Used

A million tires—used on some 200,000 cars—have taught the world that tire bills can be cut in two.

And the tires which proved it—No-Rim-Cut tires—have come to outsell all others.

If you pay tire bills, please find out what these 200,000 know.

## Now King of Tires

In 24 months the demand for this tire has multiplied six times over.

In the last 12 months we have sold half a million.

No Rim-Cut-Tires have become the sensation. But we spent 13 years in ceaseless improvement to give you a tire like this.

## The Savings

No-Rim-Cut tires end rim-cutting forever. Statistics show that 25 per cent of old-type tires become rim-cut.

No-Rim-Cut tires are 10 per cent over the rated size. They give you that added capacity.

And 10 per cent oversize, with the average car, adds 25 per cent to the tire mileage.

So the average saving from this patent tire is 25 plus 25 per cent.

## No Extra Price

These patent tires now cost no more than other standard tires. The savings are entirely clear.

200,000 motorists have already come to them. 127 leading motor car makers have this year contracted for the Goodyear tire.

One-third of all show cars were this year equipped with them.

Won't you find out why?

**GOODYEAR**  
No-Rim-Cut Tires  
With or Without Non-Skid Treads

Our 1912 Tire Book, based on 13 years of tire making, is filled with facts you should know. Ask us to mail it to you.

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